

## REQUEST FOR PROPOSALS – PUBLIC ART

### General Description

The City of Faribault is requesting proposals for an exterior wall mural in historic downtown Faribault. The wall is located on the west side of the building at 25 3<sup>rd</sup> Street NW. This is within the local Downtown Commercial Historic District. This two-story building is privately owned but the wall is owned by the City of Faribault.

The wall structure is masonry, but it has been covered with white embossed 20-gauge vertical aluminum flush panels. The dimensions are 32' high x 85' wide. There are no doors, window or other openings in the wall. The wall is adjacent to open space and a public parking lot.

Work will be performed on site and must not interfere with commercial or residential access to the adjacent building(s).

### Downtown Master Plan

The City of Faribault recently adopted a new Comprehensive Plan and Downtown Master Plan (DMP). The framework of the DMP includes five core community values and associated guiding principles. The core community values are:

- Sense of community
- Sense of place
- Opportunity
- Innovation
- Excellence

The guiding principles associated with each of these values are:

### **Foster a strong sense of community among all people and constituencies in Faribault.**

Ensure each individual and constituency feels welcomed, respected, and included in the community. Identify opportunities for all to share their talents and gifts in ways that strengthen the community. Continue to promote opportunities to celebrate and publicize our strong sense of community.

### **Identify, protect, enhance, and celebrate our iconic and historic sites and architecture as well as our significant natural areas, which define our sense of place.**

People know Faribault for its historic downtown, institutions, residences, and industries. They also know Faribault for its beautiful natural areas, including its rivers, woods, bluffs, parks, and nearby lakes. Protect and celebrate the special aspects of the community that define our unique sense of place.

### **Remove or minimize barriers and create or strengthen opportunities for all individuals, businesses, industries, organizations, and services to succeed.**

Ensure that community plans, ordinances, and services are in the best interest of the community and that they do not needlessly discourage or hinder others from succeeding in their endeavors to better their own situation and the community. Work with others to ensure that the community continues to offer quality education and additional opportunities for growth, enrichment, and success.

**Encourage innovation, creativity, flexibility, and openness to new ideas and positive change in all sectors of the community.**

Recognize that we cannot always solve today's challenges using yesterday's solutions. Be open to new ways of thinking and new opportunities to strengthen our economy, protect our environment, and enhance our quality of life.

**Strive for excellence in all sectors of the community.**

Inspire a strong sense of community pride that encourages the public and private sectors to strive for excellence in all they do. Do not settle for being good enough. Focus on excellence.

The recommendations, goals and strategies of the DMP come from these values and guiding principles. Identified goals include:

- Activate the downtown by creating a unique downtown experience that is stimulating and full of vibrancy.
- Revamp parking to accommodate existing demand but prepare for future growth.

Some of the strategies to accomplish these goals include:

- Define opportunities for improved activation of the Downtown including public art, pocket parks, convertible streets, pop-up parks, etc.
- Identify areas where parking is adjacent to pedestrian walkways; install beautification as funding is secured.

- Identify where within alley ROWs public enhancements can be made, such as pedestrian markings, planters, wayfinding signage, etc.

## **Concept**

This publicly-owned wall presents a one-of-a-kind opportunity to use public art to create a sense of place, activate a space adjacent to public parking and enhance the pedestrian experience. The City of Faribault is soliciting proposals for a mural that will add to the visual interest and stimulation of our downtown. The mural should create a fun, engaging and compelling visual experience. It should become a photography destination, encourage interaction with the art, and be family- and social media-friendly.

Murals that reflect or honor the community's historic architecture, people, businesses and institutions will be considered, but should be done in a fun, innovative, engaging and creative manner.

## **Budget**

\$15,000 has been allocated for this mural project. The artist(s) is responsible for all costs, including paint/supplies, transportation to/from the site, housing, meals, site preparation, installation, insurance, mobilization and equipment rental.

## **Maintenance Schedule**

Ongoing maintenance, if required, will be provided by the City during the projected lifespan of the project. However, artists should include a description and schedule of

recommended routine maintenance. As part of their proposal, the artist will be expected to add an anti-graffiti coating.

### **Longevity**

Given the seasonally harsh climate of Minnesota, the artwork should be durable enough to withstand Minnesota weather in all seasons. The proposed artwork should have an expected lifespan of at least 10-15 years.

However, the artist should be aware the City of Faribault Downtown Master Plan includes the possible future demolition of the building at 25 3<sup>rd</sup> Street NW, including this wall. It is unknown when a future demolition could occur. In addition, in an effort to maintain visual interest, provide opportunities to more artists, or achieve other community goals, the City may choose to solicit new murals for the wall every few years. The artist acknowledges the City makes no guarantees about the longevity of the mural.

### **Lighting/Electricity**

The adjacent street has street lighting but the wall is not lit. There is no power to the wall and no lighting or electricity will be provided.

### **Copyright:**

As public art, the finished mural may be photographed, reproduced and posted on social media. The City will credit the work when it appears in our materials. However, the City cannot guarantee that third-party and the general public will credit the artist when photographing and reposting mural images.

### **Insurance**

Artist must at all times maintain commercial liability insurance covering the Artist and any personnel used by the Artist to work on the mural with minimum policy limits for bodily injury or death of not less than \$300,000 per occurrence and \$300,000 annual aggregate and for property damage of not less than \$50,000. Proof of the required insurance shall be in the form of a Certificate of Insurance. All liability insurance policies required herein shall name the City of Faribault as an additional insured and shall provide that there shall be no cancellation of the policy for any cause, by the insured or the insurance company, without first giving 10-days written notice to the City.

### **Entry Package**

To submit a proposal, complete the Entry Form and include the following supplemental information:

1. Artist Statement, including biography
2. Written description of the proposed mural. Provide as much detail as possible, including medium.
3. Examples of artist's previous work.
4. Color sketch, rendering or photo of proposed mural.
5. Description and schedule of recommended routine maintenance.
6. At least one digital image or photo showing the proposed design.
7. Clearly label with the artist's name, title of the mural and description of materials used.

## Guarantee of Workmanship

Artist warrants their work for a period of one (1) year from the date of acceptance.

## Entry Submittal Procedure

Entries must be received, either in person or by email, by 3:00 p.m. on December 18, 2020 to:

City of Faribault, ATTN: Kim Clausen  
208 1<sup>st</sup> Ave NW  
Faribault, MN 55021  
kclausen@ci.faribault.mn.us

Please direct questions to: Kim Clausen,  
(507) 333-0375 or  
kclausen@ci.faribault.mn.us

## Deadline for Entries:

**3:00 p.m. December 18, 2020**

## Review Committee

A Review Committee made up of volunteers from the Chamber of Commerce, Paradise Center for the Arts, Heritage Preservation Commission and downtown business owners will review the submissions based on Evaluation Criteria. The Committee will recommend up to two (2) finalists to the City Council for consideration and final selection.

## Criteria to be used in the Evaluation Process:

- **Quality:** Of highest priority will be the inherent quality of the work.
- **Engagement:** A significant requirement is for the piece to encourage engagement and

interaction as well as to become a photography destination.

- **Style and Nature:** The art shall be appropriate in scale, material, form and content for the location. The City is open to any style or form so long as it adds to the visual interest of the downtown historic district.
- **Media:** Proposed designs must take into consideration the material they will be working on and choose their medium accordingly.
- **Permanence:** Due consideration will be given to surface integrity, relative permanence, reasonable protection against weathering and graffiti, and excessive maintenance and repair costs.
- **Timeline:** The artist must be able to perform and complete the work no later than June 17, 2021.

## Proposed Schedule

December 18: Submittal Deadline

January 19, 2021: Review Committee makes recommendation to City Council Joint Committee

January 26, 2021: Mural selected and contract awarded

January 27, 2021: Estimated date for notification of winning entry

June 17, 2021: Mural must be completed for Heritage Days Celebration

## Entry Form

Please complete this form for the proposed piece and submit it with the Entry Package items listed above. Electronic submissions will be accepted in PDF or .jpeg format. Please submit an entry package for each proposed piece. Entries must be received no later than 3:00 p.m. on December 18, 2020. All entry materials should be typed or printed clearly.

The Mural Review Committee serves in an advisory capacity and makes recommendations to the City Council, which has the authority to accept or reject the Committee's recommendation.

**I have read and agree to all conditions contained in this call for entries.**

Artist Signature:

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Artist Name:

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Address:

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Phone:

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Email:

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Artwork Title:

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Artwork Medium:

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